Linking strategies with Bit.ly

H2GY1K

LECTURE SUMMARY

Covered in this lecture:

Tracking different links

- While analytics track people after they land on your site, it's important to know where those people came from
- The key to figuring this out is to make each link unique depending on where people can click it

- **One way of doing this is using a web wrapper or link shortener like Bit.ly**
- Use a custom link for each post you make online so you can track the traffic from each one

- **Another way is to customize your links so they don't look like bit.ly/link - people usually avoid clicking those**
- You'll have to buy a domain in order to create custom links (ex.: evank.im/link)